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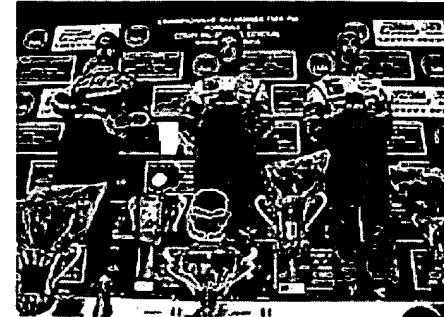
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Sponsor Search A Glossary of Sponsorship Terms

- **Sponsorship** n.

A cash and/or in-kind fee paid to a property in return for access to the exploitable commercial potential associated with that property.

Sponsorship is evident everywhere in motorsports. From the individual racers... to major race events... to shows... to charity events... sponsorship plays a major role. Many different terms are used in sponsorship and the following is a definition of those terms:

- **Ambush marketing**

A promotional strategy whereby a non-sponsor attempts to capitalize on the popularity/prestige of a property by giving the false impression that it is a sponsor. Often employed by the competitors of a property's official sponsors.

- **Business to business sponsorship**

Programs intended to influence corporate purchase/awareness, as opposed to individual consumers.

- **Category exclusivity**

The right of a sponsor to be the only company within its product or service category associated with the sponsored property.



- Co-sponsors

Sponsors of the same property.

Kart Expo International

- Cross-promotion

A joint marketing effort conducted by two or more Co-sponsors using the sponsored property as a central theme.

- Event marketing

Promotional strategy linking a company to an event. Often used as a synonym for "sponsorship." The latter term is preferable because not all sponsorships involve an event.

- Hospitality

Hosting key customers, clients, government officials, employees and other VIP's at an event. Usually involves tickets, parking, dining, and other amenities, often in a specially designated area.

- In-focus coverage

Amount of time sponsor identification is visible to the TV viewing audience during an event broadcast.

- In-kind sponsorship

Payment (full or partial) of sponsorship fees in goods or services rather than cash.

- Licensing

The right to use a property's logos and terminology on products for retail sale. (Note: While a sponsor will typically receive the right to include a property's marks in its packaging and advertising, sponsors are not automatically licensees.)

- Media equivalencies

Measuring the exposure value of a sponsorship by totaling the coverage it generated and calculating what it would have cost to buy a like amount of ad time or space in those outlets based on media rate cards.

- Media sponsor

TV and Radio stations, print media, outdoor advertising companies provide either cash, or more frequently advertising time or space to a property in exchange for official designation.

- Option to renew

Contractual right to renew a sponsorship on specified terms.

- **Perimeter advertising**

Stationary advertising around the perimeter of an arena or event site, often reserved for sponsors.

- **Premiums**

Souvenir merchandise, produced to promote a sponsor's involvement with a property (customized with the name/logos of the sponsor and the property).

- **Presenting Sponsor**

The sponsor that has its name presented just below that of the sponsored property, i.e., "The Kroger Classic presented by Fifth Third Bank".

- **Primary sponsor**

The sponsor paying the largest fee and receiving the most prominent identification.

- **Property**

A unique, commercially exploitable entity.

- **Right of first refusal**

Contractual right granting a sponsor to match any offer the property receives during a specific period of time.

- **Signage**

Banners, billboards, electronic messages, decals etc., displayed on-site and containing sponsor ID.

- **Sole sponsor**

A company that has paid to be the only sponsor of a property.

- **Sponsor**

An entity that pays a property for the right to promote itself and its products or services in association with the property.

- **Sponsor ID**

Visual and audio recognition of a sponsor, e.g., sponsor name /logo on particular clothing, equipment, etc.: in property's publications and advertising; public address and on-air broadcast mentions.

- **Sponsee**

A property available for sponsorship.

- **Sponsorship**

The relationship between a sponsor and a property, in which the sponsor pays a cash or in-kind fee in return for access to the exploitable commercial potential associated with the property.

- **Sponsorship agency**

A firm which specializes in advising on, managing, brokering or organizing sponsored properties. The agency may be employed by either the sponsor or property.

- **Sponsorship fee**

Payment made by a sponsor to a property.

- **Sports marketing**

Promotional strategy linking a company to sports (sponsorship of competitions, teams, leagues, events, etc.).

- **Supplier**

Official provider of goods or services in exchange for designated recognition. This level is below official sponsor, and the benefits provided are limited accordingly.

- **Title sponsor**

The sponsor that has its name incorporated into the name of the sponsored property, e.g., The Mobil Cotton Bowl Classic.

- **Venue marketing**

Promotional strategy linking a sponsor to a physical site (sponsorship of stadiums, arenas, auditoriums, race tracks, etc.).

Article courtesy of the IEG's Complete Guide To Sponsorship. IG Inc. can be reached at 312-944-1727.

- **Event sponsorship**

This service is designed to acquaint marketers with the latest sponsorship opportunities available. To have your karting-related event listed, please e-mail or fax the following information on letterhead: Event name, dates, location, types or levels of sponsorships available, contact name, phone, fax and e-mail address. There is no charge to have an event listed. E-mail address: karting@msn.com. Fax: 630-653-2637.

EVENT SPONSORSHIP OPPORTUNITIES**HSDA Indy Go-Kart Challenges. Date: Fall, 2000**

Volunteer chapters of the Huntington's Disease Society of America will hold fun, family events at local tracks across America this fall to raise money in the fight against Huntington's Disease. Various sponsorship levels are available. Contact: Lauren Kalter @ 1-800-345-4732 x14 or e-mail: lkalter@hsda.org.

Championship Enduro Series. Dates: April-November, 2001

Sanctioned by the IRA, this is one of the premier racing series in the USA. Their schedule includes events at Road America, Gateway International, Grattan, GingerMan, Blackhawk Farms and others. A variety of sponsorship levels are available. Contact Dave Larson at 847-395-2398.

Burris Circle Tour. Dates: March-September, 2001

Now sanctioned by the IRA, this is Midwest oval track racing at it's finest. Events in 2001 will be at two tracks: Joliet Memorial (Illinois) and Lake Geneva (Wisconsin). A number of sponsorship levels are available. Call John Nuttall at: 630-355-8714.

Superkarts USA (SKUSA) 2001 Tour. Date: 2001 Season

Shifter kart racing presented by Ohio-based Superkarts USA has become one of the most popular forms of kart racing in the USA. The 2001 season will feature Formula C, S1, S2, Formula 80, Junior and Senior 80cc classes. Various sponsorship opportunities are available. Contact: Jim Murley @ 614-369-4226.

INDIVIDUAL OR TEAM SPONSORSHIP OPPORTUNITIES

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<u>L6</u>	709/204	3252	<u>L6</u>
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<u>L4</u>	l1 and ("proposal wizard" or proposal with wizard or proposal near wizard or proposal adj wizard)	1	<u>L4</u>
<u>L3</u>	L1 and ("request for proposal" or "rfp")	3	<u>L3</u>
<u>L2</u>	L1 and "request for proposal"	0	<u>L2</u>
<u>L1</u>	(sponsorship with tool or sponsorship near tool or sponsorship adj tool)	10	<u>L1</u>

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L17: Entry 30 of 31

File: USPT

Sep 1, 1998

DOCUMENT-IDENTIFIER: US 5802493 A

TITLE: Method and apparatus for generating a proposal response

Brief Summary Text (12):

In large measure, health insurance companies are solicited to provide a quote by consultants who deal directly with the organizations or employers. The consultant has met with the "customer", typically the benefits administrator of a company or organization, to obtain needed information on prospective enrollees and the plan requirements. The consultant thereafter generates a request for proposal (RFP) to be circulated around several competing health insurance companies. The RFP is comprised, in part, of a series of questions for the insurance company on its products, company policies and company requirements vis a vis the individuals to be insured, should the insurance company be awarded the contract.

Brief Summary Text (13):

During the time in which the fee for service or simple indemnification programs were dominant, these questionnaires were generally brief; with simple questions that were answered by individuals typically located at the home office of the insurance company. Answers to the questions were based upon previous responses generated for prior RFPs, as well as some input from subject area experts and actuaries. As a result, the time required to generate the response to the RFP was relatively brief; requiring little input from either regional sales offices or subject area experts outside the home office.

Brief Summary Text (14):

However, with the proliferation of new health care products and services, insurance companies began receiving RFP's which increased in length from several dozen questions to several hundred. Moreover, the complexity of the questions has risen and their scope exceeds that of previous years. Legal ramifications of the insurance company's responses have expanded. No longer can the home office simply generate a response. Answers are now short lived, and must be generated by interaction with resources located at disparate points in the company, as well as by local network and utilization management resources. The response time needed by the insurance company to respond to a given RFP in a quality manner has lengthened, while response deadlines established by the consultants have increasingly shortened.

Brief Summary Text (15):

This new situation has enormously changed the mechanics of the insurance company in generating a response. Some health insurance companies relied on a paper manual which contained a list of questions and appropriate answers to be provided in response to an RFP. This procedure required an individual to examine the questionnaire and personally compare each question with the questions contained in the manual. Once a suitable match was found, the answer with the newly located question was copied by the respondent onto a response form. Unfortunately, the paper manual became out of date almost as soon as it was printed; requiring the individual preparing the response to double check the appropriateness of the manual's answers with the appropriate personnel in the company, both at the local or regional office as well as company headquarters.

Brief Summary Text (16):

Moreover, many questions were simply not found in the paper manual. The respondent then was required to contact a subject area expert within the company to discuss the question on the merits and generate a answer. As different RFP's were being processed in parallel, many questions were repeated.

Brief Summary Text (17):

Consequently, subject area experts were bombarded with the same questions from a variety of respondents; lowering the productivity of these individuals and lengthening the time needed to reply. Other factors caused the overall response process to slow dramatically. The respondent now needed to determine whether an answer was appropriate for that RFP. The new range of health insurance products meant that the same question may have a different response based on a particular product, geographic location or other parameter.

Drawing Description Text (2):

FIG. 1 is a simplified diagrammatic illustration of an exemplary proposal response process which can be utilized by health insurance companies in responding to a Request For Proposal (RFP).

Detailed Description Text (2):

The present system was designed and developed to support the questionnaire response component of proposals made by an insurance company. Questionnaires are included in Requests for Proposals (RFP's) specifications provided by consultants/brokers with whom the insurance company does business. Questionnaires are very fluid in structure, varying from one case to another without standard format or a set of questions and without consistency between different products, sites and/or market segments. Moreover, there is no standard workflow in the questionnaire response process, so the present system is flexible enough to handle a myriad of questionnaire:

Detailed Description Text (6):

Referring now to FIG. 1, there is shown a simplified diagrammatic illustration of the proposal response process 10 utilized by health insurance companies in responding to a Request For Proposal (RFP). The company's response as found in the response document is a basic vehicle that insurance companies, and especially health insurance companies, use in generating new business. The speed of the company in reacting and accuracy of the information as presented to the prospect company or organization is absolutely crucial to the success of marketing efforts.

Detailed Description Text (7):

The basic process can be divided into three components; upstream 12 in which the initial decision to produce the proposal is made; midstream 14 where the presentation materials are ultimately prepared. Lastly, there is a downstream portion 16, hopefully resulting in new business being received and processed. When a request for proposal 18 is received by the health insurance company the prospective employer or group is evaluated (block 21) to determine initially if the company wishes to respond. Once a decision has been made to generate a quote (block 24), work on the proposal is begun. As detailed hereinafter, the request for proposal received by the health insurance company contains a questionnaire with a large number of questions to be answered by the health insurance company. Most likely, a consultant or broker has submitted a similar RFP with the same questionnaire to a number of competing health insurance companies. The proposal (block 28) is produced at block 26. Thereafter, the completed proposal is delivered to the consultant at block 30. Once non-competitive bids have been screened at block 32, additional presentation materials are prepared for the broker and ultimately the prospective client (block 34). The information compiled during this process, including the initial decision to quote for the business, is provided to an employer profile database 36. A variety of reports are generated and provided to others in the organization including field, office personnel, the consultant,

regional and national offices (blocks 38-46). Should the sale be made (block 47), the new business is processed by the appropriate departments in the insurance company (block 48).

Detailed Description Text (11):

Referring now to FIG. 3, there is shown an expanded schematic illustration of a portion of the proposal response process illustrated in FIG. 1. One of the first avenues of inquiry in processing (block 84) the RFP entails an employee site match (block 86) which must be done to see whether or not the prospect company and its employees geographic locations are an appropriate match for the doctors and other health care providers that are associated with the proposed plan. To do so, a provider database 88 is accessed. Using the employee address location zip codes from the RFP, a zip code site match against the managed health care network locations would be performed to determine the insurance company's general provider network and product adequacy in the employees home addresses. The purpose of this analysis is that the percent saturation of the doctors and care locations that matches with the employer's employees' home address is an important factor in determining the appropriateness of competing for the business.

Detailed Description Text (12):

The site match results 89 are evaluated (block 90). If a good match is not obtained the analysis results are stored in an employer profile data base 92 comprised of two components. The first component 94 is a historical data base that serves as an archive of all proposed work, with a second data base component 96 of active cases for all responses to RFPs that are still pending. The active case data base is itself comprised of two sections, an employer/employee data base 98 containing information on the employer/employees personally as well as a financial data base 100 storing financial information associated therewith, including costs, etc.

Detailed Description Text (13):

Further analysis tests for favorable values of those parameters used by the insurance company during this process. The employer profile data base is prompted for additional known or speculated information on the prospect. This information is most likely a mix of objective/subjective and quantifiable/non-quantifiable data, each with a list of potential responses and waiting to calculate a final score. Examples of parameters evaluated in this process include the reason(s) this prospect is seeking insurance bids, the length of time the employer has been with its current carrier, the prospect's type of business, its financial condition, the quality of the RFP, the information provided with the RFP, the consultant's relationship with the prospect, the control of the consultant over the bid process, the consultant's relationship with this insurance company, other competitors for this business and whether this company has previously solicited a bid from the insurance company.

Detailed Description Text (15):

FIG. 4 is a more detailed schematic illustration of the process outlined with respect to FIG. 1 as carried out by the present system. The questions in the RFP questionnaire are entered in to the system either by scanning or typing into computer readable format (block 118). Input parameters are assigned at block 120, including "attributes" such as geographic site, market and size. The present system employs a conventional word processor program 122 which allows for the preparation and editing of the questions 124. The questions are formatted and edited as needed (block 126).

Detailed Description Text (20):

FIG. 6 is a simplified schematic illustration of a portion of a response system 184 provided in accordance with the present invention. An RFP questionnaire 186 is typically received in printed form and must be scanned or otherwise electronically processed before input to the system. Commands signals from an operator are received by a system controller 188 via an input device 190, such as a personal

computer. The controller is in communication with remote file servers and the like during this process. The respondent uses the input device and its associated display for receiving signals from system as well. Through the controller, the respondent can specify the requisite information which constitutes the input parameters for the process (block 192), including "attributes" 194 corresponding to product, financial arrangement, market, consultant and the like, as well as employer/group information 196. The preferred system utilizes a word processor program 198 of a known type to edit and store received questions as well as format them into a preferred configuration for further use by the system. The word processor also is configured to generate a response document 200 by means of a template which automatically places questions and answers in a standardized form without the need for direct input from the respondent.

Detailed Description Text (36):

Basically, the purpose of the "Prep" subsystem is to provide several capabilities. One is to produce a plan-sponsor specific standard template for the completed questionnaire (i.e., landscape or portrait using standard fonts, styles, margins, etc.,) and supplement with questionnaire specific optional formatting features (i.e., custom labels, headers, etc.). Secondly, the respondent is enabled to enter basic information about the quote/proposal (i.e., plan sponsor, consultant, due date, etc.,) and catalog/archive the specific plan sponsor questionnaire. The respondent may also delineate questions as required for (subsequent) automated system searching.

Detailed Description Text (39):

As detailed hereinafter, questions in the questionnaire of the RFP are compared against the questions in the database. Exact or like matches are retrieved and displayed next to each questionnaire question. This is an optional function as the system may be operated interactively using the interactive algorithm 220 labeled "Quest" in the preferred embodiment. "Quest" is a trademark of the Assignee of the present invention to describe its system. The interactive algorithm performs the same review select and edit of the questions and the answers as does the batch search function, but does so in real time under the command of the respondent.

Current US Class (1):

705

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L17: Entry 30 of 31

File: USPT

Sep 1, 1998

US-PAT-NO: 5802493

DOCUMENT-IDENTIFIER: US 5802493 A

TITLE: Method and apparatus for generating a proposal response

DATE-ISSUED: September 1, 1998

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Sheflott; Leonard J.	Avon	CT		
Wildeman; Marion A.	Glastonbury	CT		
Aleguas, III; Salvador	Martinez	CA		
Mурго; Joseph L.	Manchester	MO		
Jordan; Pamela Lane	East Hampton	CT		
Gregory; Jill Matus	Westbrook	CT		
Pincavage; Carole A.	Glastonbury	CT		
Cipriani; Anthony	Middletown	CT		
Goldman; Robert	South Windsor	CT		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Aetna Life Insurance Company	Hartford	CT			02

APPL-NO: 08/350949 [\[PALM\]](#)

DATE FILED: December 7, 1994

INT-CL-ISSUED: [06] [G06 C 17/60](#)

US-CL-ISSUED: 705/1; 395/604, 395/615

US-CL-CURRENT: [705/1](#); [715/803](#)FIELD-OF-CLASSIFICATION-SEARCH: 395/201, 395/793, 395/759, 395/604, 395/615
See application file for complete search history.

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> 4766539	August 1988	Fox	364/401
<input type="checkbox"/> 4831526	May 1989	Luchs et al.	364/401

<input type="checkbox"/>	<u>4975840</u>	December 1990	DeTore et al.	364/401
<input type="checkbox"/>	<u>5224206</u>	June 1993	Simoudis	
<input type="checkbox"/>	<u>5463768</u>	October 1995	Cuddihy et al.	395/183.13

OTHER PUBLICATIONS

RFP.COPYRGT.; A/E Management Services, Inc. Version 7.2 April., 1994.

ART-UNIT: 241

PRIMARY-EXAMINER: Hayes; Gail O.

ASSISTANT-EXAMINER: Hughes; William

ATTY-AGENT-FIRM: McCormick, Paulding & Huber

ABSTRACT:

A system for generating a document in response to a request for information has the capability of receiving scanned documents that have a series of questions. The present invention has databases of questions and associated answers. A respondent prepares the subject questions for a searching procedure by editing and assigning each question with a number and labels the same with given input parameters. The system searches the question database for a question which exactly matches the subject question or is a like match in that it is similar in text or input parameter value. The system compares each received question with stored questions and return similarly worded questions in accordance with a predetermined match threshold. The respondent may then select an answer associated with the subject question for inclusion in the response document. The present system is also characterized by a maintenance apparatus that allows for systematic upkeep of question and answer databases.

14 Claims, 15 Drawing figures

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L5: Entry 6 of 12

File: PGPB

Jul 11, 2002

PGPUB-DOCUMENT-NUMBER: 20020091767
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DOCUMENT-IDENTIFIER: US 20020091767 A1

TITLE: Sponsorship management system

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INVENTOR-INFORMATION:

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US-CL-PUBLISHED: 709/204, 709/218, 345/751
US-CL-CURRENT: 709/204, 709/218, 715/751

REPRESENTATIVE-FIGURES: 1

ABSTRACT:

The present invention comprises methods and apparatus for creating a new marketplace for the sponsorship industry. In one embodiment of the invention, a website allows users to view information concerning a multiple listing of events that may be sponsored. Requests for sponsorship proposals (RFPs) are received from buyers, and displayed to sellers on the website. Sellers may then respond to an RFP by completing a form displayed on the site. Additional information may be obtained by either party, and the site may be used to secure a transaction between the parties. In another embodiment of the invention, the website offers a corporate management tool which may be employed to organize information about the sponsorship of events.

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